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**FAX COVER LETTER**

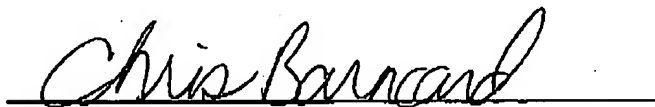
**September 8, 2005**

**TO:** Commissioner for Patents  
**COMPANY:** U.S. Patent and Trademark Office  
**PHONE:** 703.308.9723  
**FAX:** 571.273.8300

**FROM:** Steven C. Lieske  
**DIRECT DIAL:** 612.607.7508  
**EMAIL:** SLieske@Oppenheimer.com  
**RE:** Status Request - Serial No.: 10/810,910

**COMMENTS:** I certify that the following correspondence is being transmitted by facsimile to Commissioner for Patents, at the U.S. Patent and Trademark Office on September 7, 2005.

1. Status Request for Serial No: 10/810,910



**Chris Barncard**

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Originals: Not being sent

Completed by: Chris Barncard/7268

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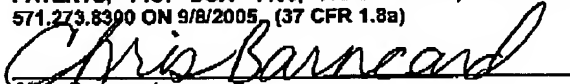
SEP 08 2005  
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Julio J. Hernandez et al.	
Serial No.:	10/810,910	
Filing Date:	March 26, 2004	Group Art Unit: 3623
Title:	BRAND VALUE MANAGEMENT	Examiner: Catherine M. Colon
Docket No:	60021-379701/US	

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

I CERTIFY THAT THIS PAPER IS BEING FACSIMILE  
TRANSMITTED AND IS ADDRESSED TO, COMMISSIONER FOR  
PATENTS, P.O. BOX 1450, ALEXANDRIA, VA 22313-1450,  
571.273.8300 ON 9/8/2005. (37 CFR 1.8a)

  
Chris Barnard

**STATUS REQUEST**


Dear Sir:

The above-referenced patent application has now been on file for 18 months. Please provide a status of this application.

No fees are believed to be due at this time. However, if we have miscalculated the Commissioner is authorized to charge our deposit account number 50-1901 for any fees that may be due.

Any inquiry regarding this matter should be directed to Steven C. Lieske at (612) 607-7508.

Respectfully submitted,

By:   
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